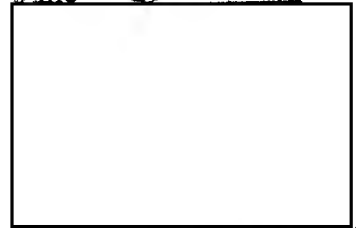


13 July 1958

✓
Mr. Hugh Moore
Dixie Cup Company
Easton, Pennsylvania

Alice STATINTL
June 9



7/22

Dear Hugh:

It was good to hear from you again
and I was most interested in your report on
the Saint Lawrence Seaway.

It arrived quite opportunely as my
brother had just returned from a trip to the
Seaway and came back with tremendous en-
thusiasm for the project.

Sincerely yours,

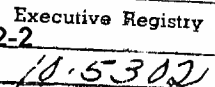
Allen W. Dulles
Director

AWD/c

1 cc--DCI

1 cc--ER *my basic*

(EXECUTIVE REGISTRY FILE



DIXIE CUP *Company*

ORIGINAL MAKERS OF THE PAPER CUP

HUGH MOORE
CHAIRMAN FINANCE COMMITTEE

EASTON, PA.

July 7, 1958

Mr. Allen W. Dulles, Director
Central Intelligence Agency
Washington, D. C.

Dear Allen:

You may recall that I hold a Presidential appointment as a member of the Saint Lawrence Seaway Development Corporation Board.

Last week, Bob Anderson and others from Washington were up at Massena to dedicate the U. S. locks. The grand opening, however, will be next Spring, when the big ships will start through the Canal. The Queen and the President will be there.

I think this event will be a great day for the Free World, particularly if it is properly handled. Anderson agrees with me and said he was going to take up the matter when he got back to Washington.

My views are summarized on the page attached. I hope you will see fit to interest yourself in the matter.

If I can be of any assistance please let me know.

Sincerely yours,

FOR THE OPENING

SAINT LAWRENCE SEAWAY

JUNE, 1959

A WORLD EVENT

The opening of the Saint Lawrence Seaway may be the most important world event in 1959 -- barring war. It will bring the sea-borne commerce of the earth to the heart-land of the North American continent and make seaports of a dozen inland cities.

In historic importance it ranks with Suez and Panama. In Engineering achievement it exceeds them. The opening ceremonies will be sponsored by the Queen of England and the President of the United States in person.

ITS IMPORTANCE IN OUR RELATIONS WITH CANADA

The building of the Seaway by neighboring countries has been an outstanding example of international cooperation. It is a lesson to be held up before the free world -- and the captive world as well! The opening in 1959 will provide an opportunity to cement the unity of the Canadian and American peoples.

ITS IMPORTANCE IN OUR RELATIONS WITH RUSSIA

This opening of the "8th sea", through the genius of United States and Canadian engineers, is an answer to Sputnik in the realm of psychological warfare. Properly publicized it will reassure freedom loving people everywhere.

ITS IMPORTANCE TO THE FINANCIAL SUCCESS OF THE SEAWAY

Over a billion dollars will have been spent on this Power and Seaway Project -- approximately \$500 million on the Seaway alone. As a self-liquidating operation its success will depend upon the use made of the Canal. The Joint Tolls Committee has charted many years of deficits in the beginning.

The opening next Spring will furnish a golden opportunity to alert shippers, shipping lines and the public generally round the world of this great new transportation facility.

ACTION IS REQUIRED NOW

A comprehensive plan, including world wide public relations and the necessary physical arrangements on the River, should be prepared by persons skilled in the field. The Government should authorize the implementation of such a plan and make provision for the funds.

The United States is spending \$13 million to celebrate a fair (Brussels) which will be soon forgotten. One/fifth of that amount, or say \$2 million -- might advantageously be spent to herald the opening of the waterway which will become a part of our permanent American heritage. Funds should be authorized now. If a Congressional appropriation is required it should be forthcoming at this session. Time is of the essence. The opening will be next Spring.

H.M. 7/7/58